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**FACSIMILE TRANSMITTAL**

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**TO:**

**Name:** Art Unit 3622/Examiner John Young  
**Firm:** U.S. Patent & Trademark Office  
**Fax No.:** 703-872-9306  
**Subject:** U.S. Patent Application No. 09/605,695  
Steven Michael Schein  
**Filed:** June 28, 2000  
**INTELLIGENT MEDIA TARGETING SYSTEM  
AND METHOD**  
**Attorney Docket No.** 108.0003-00000  
**Customer No.** 22882  
**Confirmation No.:** 6334

**FROM:**

**Name:** Amedeo F. Ferraro  
**Phone No.:** 310-286-9800  
**No. of Pages (including this):** 13  
**Date:** July 14, 2004  
**Confirmation Copy to Follow:** NO

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**Message:****CERTIFICATE OF TRANSMISSION UNDER 37 CFR 1.8**

I hereby certify that the attached Transmittal Form (in duplicate; \$950.00 total fee to cover the \$950 three-month extension fee is to be charged to Deposit Account No. 50-1068) and Amendment are being facsimile transmitted to the U.S. Patent and Trademark Office on July 14, 2004.

  
Amedeo F. Ferraro

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FORM PTO-1083

Attorney Docket No.: 108.0003-00000  
Customer No. 22882

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Steven Michael Schein

Serial No: 09/605,695

Filed: June 28, 2000

For: INTELLIGENT MEDIA TARGETING SYSTEM  
AND METHOD

Confirmation No.: 6334

Art Unit: 3622

Examiner: John Young

Mail Stop AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

Transmitted herewith is a reply to the Office Action dated January 15, 2004 in the above-identified application.

☐ No additional fee is required.☒ Applicant hereby requests a three-month extension of time to respond to the above office action.

The fee has been calculated as shown below:

	(Col. 1) CLAIMS REMAINING AFTER AMENDMENT		(Col. 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Col. 3) PRESENT EXTRA*	LG/SM \$ ENTITY FEE		ADD'L FEE DUE
TOTAL CLAIMS FEE	34	-	37	0	LG=\$18 SM=\$9	\$18	\$ 0
INDEPENDENT CLAIMS FEE	8	-	8	0	LG=\$88 SM=\$43	\$88	\$ 0
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIMS					LARGE ENTITY FEE = \$290		\$ 0
					SMALL ENTITY FEE = \$145		\$ 0
					TOTAL		\$ 0

\* If the entry in Col. 1 is less than the entry in Col. 2, write "0" in Col. 3.

\*\* If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, write "20" in this space.

\*\*\* If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, write "3" in this space. The "Highest Number Previously Paid For" (Total or Independent) is the highest number found from the equivalent box on Col. 1 of a prior amendment or the number of claims originally filed.

- ☒ A total fee in the amount of \$950 to cover three-month extension of time fee is to be charged to Deposit Account No. 50-1068.
- ☒ The Commissioner is hereby authorized to charge any deficiencies of fees associated with this communication or credit any overpayment to Deposit Account No. 50-1068. A copy of this sheet is enclosed.
- ☒ Any filing fees under 37 C.F.R. § 1.16 for the presentation of extra claims
- ☒ Any patent application processing fees under 37 C.F.R. § 1.17

Respectfully submitted,  
MARTIN & FERRARO, LLP

Date: July 14, 2004

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